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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. | |
|---------------------------------|-----------------|----------------------|---------------------|-------------------|--|
| 09/696,446 | 10/24/2000 | Carey B. Fan | M-8917 US | 3917 | |
| 7 | 7590 04/29/2005 | | EXAM | INER | |
| MACPHERSON KWOK CHEN & HEID LLP | | | STULBERG | STULBERGER, CAS P | |
| 1762 Technology Dr. Suite 226 | | | ART UNIT | PAPER NUMBER | |
| San Jose, CA 95110 | | | 2132 | | |

DATE MAILED: 04/29/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

| r L | | | | | | |
|--|--|--|--|--|--|--|
| | Application No. | Applicant(s) | | | | |
| Office Action Cummons | 09/696,446 | FAN ET AL. | | | | |
| Office Action Summary | Examiner | Art Unit | | | | |
| | Cas Stulberger | 2132 | | | | |
| The MAILING DATE of this communication app Period for Reply | ears on the cover sheet with the c | orrespondence address | | | | |
| A SHORTENED STATUTORY PERIOD FOR REPLY THE MAILING DATE OF THIS COMMUNICATION. - Extensions of time may be available under the provisions of 37 CFR 1.13 after SIX (6) MONTHS from the mailing date of this communication. - If the period for reply specified above is less than thirty (30) days, a reply - If NO period for reply is specified above, the maximum statutory period w - Failure to reply within the set or extended period for reply will, by statute, Any reply received by the Office later than three months after the mailing earned patent term adjustment. See 37 CFR 1.704(b). | i6(a). In no event, however, may a reply be time within the statutory minimum of thirty (30) days ill apply and will expire SIX (6) MONTHS from cause the application to become ABANDONEI | nely filed s will be considered timely. the mailing date of this communication. O (35 U.S.C. § 133). | | | | |
| Status | | | | | | |
| 1) Responsive to communication(s) filed on 28 De | ecember 2004. | | | | | |
| 2a)⊠ This action is FINAL . 2b)□ This | ∑ This action is FINAL. 2b) This action is non-final. | | | | | |
| 3) Since this application is in condition for allowan | 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is | | | | | |
| closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213. | | | | | | |
| Disposition of Claims | | | | | | |
| 4) Claim(s) 1-6,8,9 and 11-30 is/are pending in the application. 4a) Of the above claim(s) is/are withdrawn from consideration. 5) Claim(s) is/are allowed. 6) Claim(s) 1-6,8,9 and 11-30 is/are rejected. 7) Claim(s) is/are objected to. 8) Claim(s) are subject to restriction and/or election requirement. | | | | | | |
| Application Papers | | | | | | |
| 9) The specification is objected to by the Examiner. | | | | | | |
| 10) The drawing(s) filed on is/are: a) accepted or b) objected to by the Examiner. | | | | | | |
| Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a). | | | | | | |
| Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d). 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152. | | | | | | |
| Priority under 35 U.S.C. § 119 | | | | | | |
| 12) Acknowledgment is made of a claim for foreign a) All b) Some * c) None of: 1. Certified copies of the priority documents 2. Certified copies of the priority documents 3. Copies of the certified copies of the priority application from the International Bureau * See the attached detailed Office action for a list of | s have been received. s have been received in Applicati ity documents have been receive (PCT Rule 17.2(a)). | on No ed in this National Stage | | | | |
| Attachment(s) | | | | | | |
| 1) Notice of References Cited (PTO-892) 4) Interview Summary (PTO-413) | | | | | | |
| Notice of Draftsperson's Patent Drawing Review (PTO-948) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date | Paper No(s)/Mail Da 5) Notice of Informal P 6) Other: | ate atent Application (PTO-152) | | | | |
| S. Patent and Trademark Office | | | | | | |

Application/Control Number: 09/696,446 Page 2

Art Unit: 2132

DETAILED ACTION

1. This action is responsive to communications: application, filed 10/24/2000; amendment

filed 12/28/2004.

2. Claims 1-6, 8-9, and 11-30 are pending in the case. Claims 7 and 10 are cancelled.

Claims 1, and 17 are independent claims.

Response to Arguments

3. Applicant's arguments filed 12/28/2004 have been fully considered but they are not persuasive.

4. Applicant's arguments fail to comply with 37 CFR 1.111(b) because they amount to a general allegation that the claims define a patentable invention without specifically pointing out how the language of the claims patentably distinguishes them from the references.

5. Applicant's arguments do not comply with 37 CFR 1.111(c) because they do not clearly point out the patentable novelty which he or she thinks the claims present in view of the state of the art disclosed by the references cited or the objections made. Further, they do not show how the amendments avoid such references or objections.

DETAILED ACTION

Claim Rejections - 35 USC § 102

6. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for a patent.

- (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.
- 7. Claims 1-6, 8-9, 11, 15-25, and 29-30 are rejected under 35 U.S.C. 102(a) as being anticipated by U.S. Patent No. 6,456,854 B1 to Chern et al.
- 8. In regards to claims 1 and 17, Chern discloses a method and system from tracking mobile telephone devices (Chern: column 1 line 57-59). Chern discloses that when a user requests information the hand set provides the location of the handset to the server (Chern: column 4, lines 47-48). This meets the limitation of "generating a message from a mobile device, the message having significance independent of reporting a geographical location of the mobile device; and attaching to the message an automatically generated location stamp indicating the geographical location of the mobile device as an origin of the message."
- 9. In regards to claim 2, 3, 18 and 20, Chern discloses the system uses a GPS which determines location in terms of parameters such as latitude, and longitude (Chern: column 4, lines 23-29).
- 10. In regards to claim 4, Chern discloses an application which provides driving directions to the user (Chern: column 4, lines 57-67).
- 11. In regards to claims 5, 6, 21, and 22, Chern discloses the user request the business or service type vocally or via keypad entry (Chern: column 5, lines 13-14).

Application/Control Number: 09/696,446 Page 4

Art Unit: 2132

12. In regards to claims 8 and 23, Chern discloses "the handset user requests driving

directions to the destination, and the handset relays the requests to the server" (Chern: column 4,

liens 58-60).

13. In regards to claims 9, 19, and 24, Chern discloses a mobile telephone (Chern: column 1,

lines 57-59).

14. In regards to claim 11 and 25, Chern discloses "the user may set a location filter, for

example, that requires returned selections be within a certain maximum number of miles of the

user's current location" (Chern: column 5, lines 20-23).

15. In regards to claim 15 and 29, the web server validates a user name and password (Chern:

column 6, lines 60-67).

16. In regards to claims 16 and 30, Chern discloses a first receiver at the web server that

receives the GPS location information from the mobile unit and the recorder which stores the

latitude and longitude information received from the mobile unit. The Browser device connects

the to web server and accepts the transmission f the GPS information from a second receiver.

The displayer present the GPS information on the display of the browser device (Chern: column

8, lines 21-42).

Application/Control Number: 09/696,446 Page 5

Art Unit: 2132

17. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

- (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.
- 18. Claims 12-14, and 26-28 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No 6,456,854 B1 to Chern et al as applied to claim 1-6, 8-9, 11, 15-25, and 29-30 above, and further in view of U.S. Patent No. 6,067,529 to Ray et al.
- 19. Chern however does not disclose "wherein the action is a delivery," "a charge to an account," or "the charge is a credit card charge."
- 20. Ray however discloses when a consumer makes a purchase, the sales terminal can generate a short message along with the detailed purchase information (Ray: Abstract). A menu can be displayed on the phone and the consumer can select the desired credit card number and request a receipt. The credit card number can be sent along with the transport address or alias address to the sales terminal for authorization of the credit card number (Ray: column 3, lines 52-67; column 4, lines 1-14).
- 21. It would have been obvious to one having ordinary skill in the art at the time the invention was made to combine the method of sending a location identifier with a request from a mobile phone as disclosed in Chern with the method of sending a credit card number across a mobile phone as disclosed in Ray in order to provide substantially immediate purchase information to consumers in a paper-less environment (Ray: column 2, lines 5-7).

Application/Control Number: 09/696,446

Art Unit: 2132

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

23. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cas Stulberger whose telephone number is (571) 272-3810. The examiner can normally be reached on Monday - Friday, 9:00A.M. - 6:00P.M.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Gilberto Barron can be reached on (571) 272-3799. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Application/Control Number: 09/696,446

Art Unit: 2132

Page 7

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

CS

CS April 22, 2005 GILBERTO BARRON JA.
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100